

QUALITY TASTE

Why settle for less?



Benson & Hedges Ultra Lights 100's: 8 mg "tar," 0.3 mg nicotine - Merit Lights: 8 mg "tar," 0.6 mg nicotine - Virginia Slims Lights: 8 mg "tar," 0.7 mg nicotine - Parliament Lights: 8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SMOKE GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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